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1919
CHRYSANTHEMUMS

FLORISTS' WHOLESALE LIST



LOYALTY

ELMER D. SMITH & CO.
ADRIAN, MICH.

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Terms of Sale

OUR ENDEAVOR is to please by supplying healthy, strong plants true to name, prompt shipments, lightly and securely packed.

Claims for goods arriving in an unsatisfactory condition from any cause are without hesitation promptly adjusted.

We allow 60 days to those of approved credit, or 3% discount for cash with order.

We believe most Florists are honest but to guard against losses, unknown correspondents are requested to furnish satisfactory references—in fact, we insist.

WE ASK OUR PATRONS to place their orders as early as possible; this facilitates early deliveries.

When shipments are frozen or otherwise damaged in transit please notify us at once, stating date received, so that it may be traced and claim entered against carriers.

NO GUARANTEE.—While we exercise the utmost care in executing all orders, to keep our stock true to name, we give no warranty, expressed or implied, and cannot guarantee or be in any way responsible for the crop, either as to variety or product. If not accepted on these terms they must be returned at once.

Chrysanthemum Growers

READ THIS

We began specializing in Chrysanthemums in 1890. In 1907 we discontinued all other branches of floriculture and since have directed our entire attention to them.

We are the only firm in America growing Chrysanthemums exclusively. We have been originating new varieties since 1890—and have sent out over three hundred of our own origin.

During this quarter century our products (in most instances) have been the money-makers for the growers.

Of the imported varieties we buy such as in our judgment should be given a place among the good things.

WE HAVE NO AGENTS, OUR CATALOGUE IS OUR SALESMEN.

We sell to you as cheap as any one considering the quality and time of delivery—all in the trade are treated absolutely alike.

If we have any concessions to make from accumulated stock our customers receive the benefit of such reductions.

**THE BEST KINDS FOR FLORISTS' USE WILL BE FOUND ON
INSIDE BACK COVER.**

Those desiring Exhibition varieties not included in our Wholesale list are referred to our Retail Catalogue, which will be furnished on application and prices quoted.

New American Chrysanthemums for 1919

COMMERCIAL SECTION

Those interested in commercial varieties should not fail to avail themselves of the following three sterling novelties. They surpass existing kinds in their respective season. All have been certified by C. S. A.

DELIVERIES TO BEGIN ABOUT FEBRUARY 15.

Five plants of a kind at ten, twenty-five at hundred rate.



Bench of Loyalty, Photographed Nov. 20th.

LOYALTY.—This is naturally a late flowering variety and if early buds are rejected, securing those which appear September 15th-25th, it will produce a very uniform crop about November 20th. Color bright yellow, stem and foliage excellent. A very fine yellow for Thanksgiving use.

75c each; \$6.00 per ten; \$50.00 per hundred.

KEEP THIS CATALOGUE FOR REFERENCE

This Catalogue is really a book of reference, giving the height the plants attain, and the best bud to reserve for the many sorts offered. Such information is eagerly sought each year, and especially so as the time for securing buds draws near. Every word in this Catalogue from cover to cover is worth reading and may throw light upon some subject important to the recipient.



SUN GLOW.—An early bright yellow of the Major Bonnaillon type, maturing October 25th. Exceptionally fine stem with the foliage extending to the bloom. Produces an exceedingly high percentage of perfect blooms. Select buds about August 25th.

75c each; \$6.00 per ten; \$50.00 per hundred.

The past season we submitted to the Chrysanthemum Society's committee sixteen seedlings and were awarded fifteen first-class certificates, the strongest endorsement that can be given new varieties, as these findings are the opinions of expert judges.



VICTORY.—The first bud of this variety, reserved September 12th, was fully developed November 11th, Victory Day; hence the name. By stopping the plants September 10th, and secure the bud that develops upon this break five to six weeks later, a fine crop may be had for Thanksgiving and after; in fact, we have a few left at this time, December 21st. A pure, glistening white with a decided waxy luster; fine stem and foliage.

75c each; \$6.00 per ten; \$50.00 per hundred.

As usual, we lead in the production of bona-fide Novelties. We were awarded more Certificates by the Chrysanthemum Society of America than all other interests combined.

Commercial Section

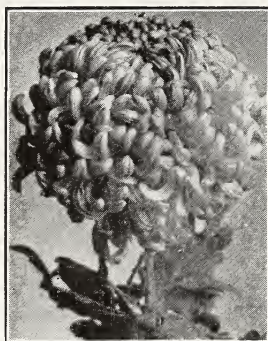
Introductions of 1918

These are the varieties usually grown by Florists and displayed in their windows.

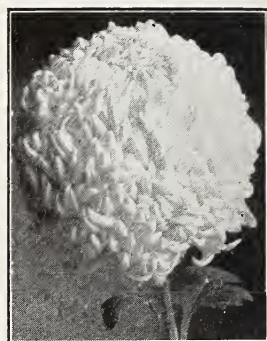
The varieties best suited for the commercial grower are those which have sturdy, upright growth, with good stem and foliage, are of pleasing color and (with the exception of a few early varieties) produce double flowers from the late or terminal bud. We have endeavored to give the height the plants attain and the best date to reserve buds. In giving the height it must be considered only approximate, as much depends upon the size of plants at planting time and conditions maintained thereafter.



Liberty Bond



Midnight Sun



Betsy Ross

Plants from 2¼" pots \$1.50 per ten; \$12.00 per hundred.

Rooted Cuttings, \$10.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

Betsy Ross.—A new white which is sure to become popular owing to its perfect incurved form, purity of color and sturdy, upright growth. Is the same type and general character as Naomah, Smith's Imperial and Chas. Rager, but surpasses them all in size. Maturing Nov. 5th. Secure bud Aug. 25th.

Liberty Bond.—Same type as Oconto and matures Oct. 25th. Color, white; fine incurved form, splendid stem and foliage. Buds should be selected by Aug. 30th for largest size, but later ones give perfectly double flowers.

Midnight Sun.—One of the very best commercial yellows, surpassing all other yellow in color. Fine incurved form, stem and foliage excellent. Matures Nov. 1st. Bud Sept. 10th.

Smith's Chrysanthemum Manual leads to success. Price, 60c postpaid. See Back Cover.

Standard Varieties

EARLY.

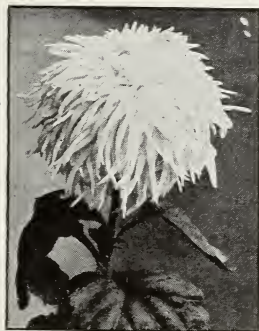
To secure early flowers it is of the utmost importance that they be planted early. Good strong plants from 3-in. pots bunched in May give very satisfactory results. In case the buds are not formed at the date given reserve the first that appears thereafter.

Plants from 2 1/4" pots 60c per ten; \$4.00 per hundred; \$35.00 per thousand.

Rooted Cuttings, \$3.00 per hundred; \$25.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

Height	Bud	
4	8/20	Chas. Rager. —Pure white incurved, producing a high percentage of perfect blooms.
4	8/15	Chryslora. —(Introduced by us in 1911.) The best yellow for early October. Fine incurved form with perfect stem and foliage to the bloom. Also useful for early exhibitions.
3	8/20	Early Rose. —(Introduced by us in 1916.) Rose color, as the name implies, of a very pleasing shade; incurved form, excellent stem and foliage. Second early pink.
3	8/20	Early Frost. —A very good early white to follow Smith's Advance; pure white, incurved.
3 1/2	8/20	Early Snow. —A pure white improved Polly Rose.
3	8/20	Glory of Pacific. —A good shade of pink when in color.
3 1/2	7/10	Golden Glow. —Introduced by us in 1908.) Bright yellow, good stem and foliage. Blooms may be had from August 15th to October 20th, if planted in succession and first bud secured.
3 1/2	8/10	Golden Queen. —(Introduced by us 1915.) The best yellow for early October, maturing about the 10th. Same color as Golden Glow, fine incurved form and double from any bud.



Smith's Advance



Chryslora



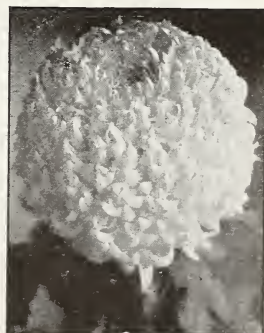
Unaka



Golden Queen



Early Rose



Smith's Imperial

- | | | |
|----|------|--|
| 4 | 8/15 | Mrs. C. C. Pollworth. —A sport from Chrysolora; slight if any change in color, but of a decided incurved form. |
| 4 | 8/25 | Oconto. —(Introduced by us in 1914.) Very popular as an early mid-season white. The large blooms are produced on strong, upright stems. |
| 3½ | 8/20 | Pacific Supreme. —(Introduced by us in 1908.) Pink, intermediate between Pacific and Wm. Duckham, and is sufficiently permanent to admit of full development without the bloom fading. |
| 2 | 8/20 | Polly Rose (Estelle). —White sport from Glory of Pacific. Extra good. |
| 3½ | 7/5 | Smith's Advance. —(Introduced by us in 1911.) The earliest large flowering white. Can be had from July onward according to date of planting and selecting buds. Being more dwarf and flowers more double than October Frost, it is a decided improvement on that variety. |
| 4 | 8/25 | Smith's Imperial. —(Introduced by us 1917). An incurved white, of dwarf habit, with excellent stem and foliage. Maturing October 20th and after. |
| 3 | 8/10 | Tints of Gold. —A valuable early bright bronze, maturing early October. |
| 4 | 8/5 | Unaka. —(Introduced by us in 1911.) Being a strong grower with perfect stem and foliage, a fine incurved bloom of a pleasing shade of pink and maturing the first week of October, places it foremost among the early pinks. |

Mid-Season

In giving the height of mid-season varieties we have based our estimate on good, strong plants, benched June 15th. In favorable seasons some of the varieties will perfect blooms a few days before November 1st, and as climatic conditions have much to do with flowering season, the figures given must not be considered infallible.



Tiger



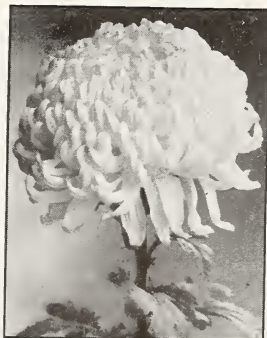
October Herald



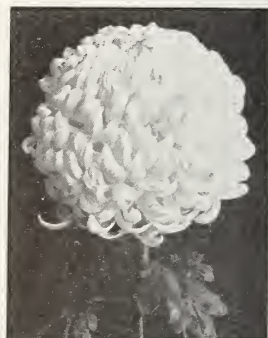
Roman Gold



October Queen



Chieftain



Josephine Foley

Plants from 2¼" pots 60c per ten; \$4.00 per hundred; \$35.00 per thousand.

Rooted Cuttings, \$3.00 per hundred; \$25.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

Height Bud

- | | | |
|----|------|---|
| 4 | 8/30 | Chieftain. —Probably the most popular pink among the growers and will be grown in large quantities the coming season. Good in every way. |
| 5 | 9/15 | Col. D. Appleton. —One of the best yellows for commercial and exhibition use. |
| 3½ | 8/25 | George W. Childs. —Bright crimson, good for early bloom or bush plant. |
| 4 | 8/30 | Helen Lee. —(Introduced by us 1917.) A very delicate flesh or light Enchantress Carnation color. Perfect incurved form, excellent stem and foliage. |
| 4 | 8/25 | Josephine Foley. —(Introduced by us 1916.) The best white introduced in 1916. Purest white, strong in growth and stem. Early mid-season. |
| 3½ | 8/25 | Mrs. H. Robinson. —Incurved white, good for single-stem pot plants. |
| 4 | 9/10 | Mrs. M. R. Morgan. —A bright yellow sport from Yellow Eaton, of reflexed form and ready with Eatons. |
| 4 | 8/25 | October Herald. —(Introduced by us 1917.) An orange yellow of a very pleasing shade; reflexed form, with twisted petals. |
| 4 | 8/25 | October Queen. —(Introduced by us 1916.) Pure white, large size, maturing October 15th to 20th; exceptionally fine stem and foliage. |
| 2½ | 8/25 | Patty. —A beautiful Enchantress pink Japanese; dwarf. This is very fine both in color and habit; does not fade. |
| 4 | 8/25 | Roman Gold. —(Introduced by us 1911.) A very intense yellow, maturing November 1st to 10th. Perfect stem and foliage, easy to manage. From late buds they show the bronzy tints in the depths of petals, but this rather adds to their beauty. |
| 5 | 9/10 | Smith's Sensation. —(Introduced by us 1912.) A delicate shade of pink, of fine incurved form. |
| 3½ | 9/5 | Tiger. —(Introduced by us 1916.) One of the best commercial yellows. Flowers very full, bright in color, with excellent stem. |
| 4 | 9/5 | Timothy Eaton. —Large incurved white Japanese, equally serviceable for exhibition or commercial use. |
| 4 | 8/30 | White Chieftain. —A sport from the well known variety Chieftain. |
| 4 | 8/30 | Whittier. —A late mid-season yellow; form incurved and good stem and foliage. |
| 4 | 9/5 | Yellow Eaton. —Large incurved sport from Tim Eaton; equally serviceable for exhibition or commercial use. |

Late

Some of the late varieties mentioned will perfect flowers by November 10th, if early buds are secured and the season is favorable. On the other hand they may be retarded by planting late and securing late buds.

Plants from 2¼" pots 60c per ten; \$4.00 per hundred; \$35.00 per thousand.

Rooted Cuttings, \$3.00 per hundred; \$25.00 per thousand. Unless otherwise quoted.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

Height Bud

- 5 9/15 **Chadwick Improved.**—(Introduced by us 1909.) A pure white sport from W. H. Chadwick. Japanese incurved.

Plants from 2½" pots 70c per ten; \$5.00 per hundred; \$40.00 per thousand.

Rooted Cuttings, \$4.00 per hundred; \$35.00 per thousand.

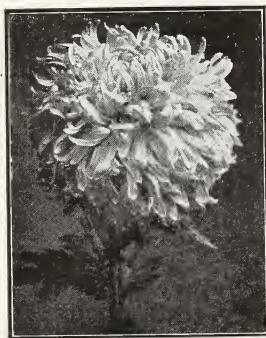
- 4 9/15 **Chadwick Supreme.**—In color, bright pink; in form, reflexed; of Vivand Morel type, and in habit it is a duplicate of W. H. Chadwick, the variety from which it is a sport.

Plants from 2½" pots 70c per ten; \$5.00 per hundred; \$40.00 per thousand.

Rooted Cuttings, \$4.00 per hundred; \$35.00 per thousand.



Helen Frick



Nagoya



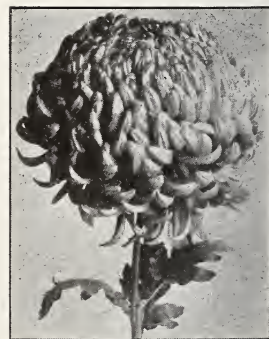
Harvard



Jeanne Nonin



Tekonsha



December Queen



December Queen.

These six blooms here shown measured 4 feet. Photographed Thanksgiving Day.

- 4 10/5 **December Queen.**—(Introduced by us 1917.) Latest large yellow, maturing from November 25th to December 10th. Of unusual size considering its lateness.

Plants from 2¼" pots only 80c per ten; \$6.00 per hundred.

- 4 9/5 **Dr. Enguehard.**—Bright rose pink, double from either bud; while those from the late buds are somewhat smaller, they are greatly improved in color.
- 5 9/25 **Edwin Seidewitz.**—A beautiful late, incurved, bright pink, maturing from Thanksgiving to early December. Surpasses all late pinks we have grown.
- 5 9/15 **Golden Chadwick.**—Yellow sport from W. H. Chadwick. By planting late may be had for Thanksgiving or later.

**Plants from 2½" pots 70c per ten; \$5.00 per hundred; \$40.00 per thousand.
Rooted Cuttings, \$4.00 per hundred; \$35.00 per thousand.**

- 5 9/30 **Harvard.**—(Introduced by us 1912.) Japanese reflexed; very dark crimson. In perfection November 15th or later. The best red yet introduced; double from any bud.
- 3 9/10 **Helen Frick.**—(Introduced by us 1904.) A fine late, dark pink Japanese, incurved; stem and foliage good.
- 6 9/10 **Intensity.**—(Introduced by us 1900.) Reflexed, bright crimson; the best late red.
- 4 10/5 **Jeanne Nonin.**—Another fine late white, with large, incurved blooms. The early buds give rather coarse flowers, and to our mind not as fine in form as from the later ones.
- 3½ 9/10 **Major Bonnaillon.**—A fine yellow, easy of cultivation and incurved form.
- 3½ 9/10 **Maud Dean.**—Incurved bright pink, with fine stem and foliage. An old favorite.
- 4 9/30 **Mistletoe.**—Blush white; strong, upright growth. One of the latest; not ready to cut until December.
- 4 9/10 **Nagoya.**—(Introduced by us 1899.) Reflexed form; clear, bright yellow; one of the best for Thanksgiving. Fine stem and foliage.
- 3½ 9/10 **Tekonsha.**—(Introduced by us 1915.) The best large-flowering bronze for Thanksgiving, coming just right for this event. Strong, upright growth. Those desiring a late bronze should not overlook this variety.
- 3 9/20 **White Bonnaillon.**—(Introduced by us 1900.) Incurved white; still grown in quantity.
- 3 9/10 **White Helen Frick.**—(Introduced by us 1910.) A very desirable late white, coming for Thanksgiving and later. Dwarf habit.
- 5 9/15 **W. H. Chadwick.**—Large, incurved white, sometimes shaded pink.
- Plants from 2½" pots 70c per ten; \$5.00 per hundred; \$40.00 per thousand.
Rooted Cuttings, \$4.00 per hundred; \$35.00 per thousand.**

New American Chrysanthemums for 1919

Originated by Elmer D. Smith & Co.

POMPONS

LEILAH.—An early rose pink of exceptional merit, and unlike most varieties of this color, does not fade in full sunlight; in fact, becomes brighter as it matures. Ready to cut October 15th; strong, sturdy grower.

50c each; \$4.00 per ten; \$30.00 per hundred.

OURAY.—Dark mahogany brown, maturing October 20th. Flowers medium size, stem wiry. This is the best early dark bronze we know of.

50c each; \$4.00 per ten; \$30.00 per hundred.

UVALDA.—The earliest white Pompon, maturing October 10th, of the large flowering type. The opening buds are light pink, but as the flowers develop they become pure white.

50c each; \$4.00 per ten; \$30.00 per hundred.

VASCO.—This variety is very serviceable, grown either in sprays or disbudded. Belongs to the large flowering section and its color is bright, glowing yellow. We began cutting October 17th.

50c each; \$4.00 per ten; \$30.00 per hundred.



Vasco Uvalda Leilah
Ouray

The two following belong to the small-flowering or Baby section:

BUENA.—Very small flowers (about the size of Baby), which are produced in large, well formed sprays. Color golden bronze, equally serviceable for cutting or pot plants.

50c each; \$4.00 per ten; \$30.00 per hundred.

WHITE GEM.—A worthy companion for Little Gem, being of the same general character except in color, which is pure white. Strong, vigorous growth, maturing midseason.

50c each; \$4.00 per ten; \$30.00 per hundred.



Buena White Gem

New Pompon Suitable for Disbudded Blooms

COMETO.—A seedling from Lillian Doty and is admirably adapted for disbudding. Color dark rose shaded magenta, very symmetrical in form—strong, upright stem.

50c each; \$4.00 per ten; \$30.00 per hundred.

NEW POMPON FOR POT CULTURE.

Last year we inaugurated this section and offered two novelties which were well received. Those interested in pot plants either for exhibition or commercial use, should give this section a trial, as they produce very dwarf and symmetrical plants.

ANOKA.—Pure white with dark green foliage; 15 inches high from June 20th, final potting.

50c each; \$4.00 per ten; \$30.00 per hundred.



Introductions of 1918

Pompons are becoming more popular year by year, being especially desirable for pot plants, and lend a distinctive grace and beauty to floral decorations of all kinds.

Plants from 2¼" pots only \$1.00 per ten; \$8.00 per hundred; \$75.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

Adironda.—The best early golden bronze, maturing October 15th.

Edina.—Beautiful rose pink, maturing October 15th; strong, upright growth. One of the best.

Idolf.—Very early, maturing October 10th. A pleasing shade of salmon pink.

Laneta.—Rosy cerise with a tinge of cream at center; maturing October 15th.

Pompons Suitable for Disbudded Blooms

The demand among gardeners on private estates for other colors of Pompons suitable to produce perfect blooms by disbudding (the same as are grown from Lillian Doty), has prompted us to submit the following varieties, all of which are admirably adapted to this purpose, being of the most perfect form and will produce from four to six good blooms per plant.

Juliana.—Yellow; strong, upright growth, maturing Oct. 22nd; 3½ ft.

Mimico.—Lavender seedling from Lillian Doty, maturing Oc. 22nd; 3½ ft.

Miramar.—A fine bronze, maturing Oct. 25th; 3½ ft.

Wanda.—Large white, maturing Oct. 22nd; 3½ ft.

POMPONS FOR POT CULTURE.

Pompons being so free flowering, they are especially adapted to pot culture, and as those of dwarf growth are most serviceable, we have taken the liberty to inaugurate this new section and are offering two novelties.

Ceta.—Lavender pink, 14 in. high from June 20th, final potting.

Koleta.—Salmon pink, 16 in. high from June 20th, final potting.

In addition to the foregoing the following are most useful, all being of dwarf growth: Clorinda, Frank Wilcox, Leota, Minta, Neola, Veta and Zora.

Standard Varieties

Plants from 2¼" pots 60c per ten; \$4.00 per hundred; \$35.00 per thousand.

Rooted Cuttings. \$3.00 per hundred; \$25.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

Clorinda.—(Introduced by us 1910.) Semi-dwarf, producing erect sprays of an even shade of bronze. One of the best for specimen plants.

Fairy Queen.—A delightful deep Enchantress color, of medium size, round and full; elegant foliage and a good keeper.

Frank Wilcox.—(Syn. Mrs. Beu and Souv. d'Or.) Golden bronze of special merit to those desiring late Pompons.

Golden Climax.—A very pleasing shade of bright yellow; medium size and height.

Golden West.—A small golden yellow flower of great substance. Dwarf.

Helen Newberry.—The latest white Pompon; just as good and a little better than the popular variety Diana, which it follows for Thanksgiving and up to Christmas.

Hilda Canning.—A very attractive bronze, of the small flowered section. Very striking and desirable.

Illona.—(Introduced by us 1915.) Rosy lavender, much the same color as Western Beauty but produces larger sprays, hence is more profitable. Large; height medium. November 10th.

Iva.—(Introduced by us 1908.) Pure amber; fimbriated petals; medium size.

La Purite.—A beautiful, pure white.

Leota.—(Introduced by us 1914.) Delicate pink, maturing October 20th, and produces large, full sprays; one of the very best; medium size. Dwarf.

Lillian Doty.—Flowers beautiful shell pink, best grown to several leads and disbudded to one bloom. Strong, upright growth.

Little Gem.—(Introduced by us 1917.) True Pompon form, of the small flowered type; a pleasing shade of lavender pink. An acquisition for the commercial grower or amateur.

Lulu.—Pure snow white of medium size. Late.

Madge.—Very perfect in form, golden yellow, same shade as Golden Harvest and the best of the two. Medium size. Dwarf.

Minta.—(Introduced by us 1911.) A very free flowering light pink, unsurpassed by any of this color. Owing to its upright growth it is one of the best for specimen plants.

Neola.—(Introduced by us 1915.) Light pink; strong growth with a stem like Quinola; needs very little tying. Large, maturing November 15th to 25th. Dwarf.

Niza.—(Introduced by us 1915.) Delicate pink and the earliest of this color, maturing October 10th. Those desiring early Pompons should secure this variety. Medium sized flowers. Dwarf.

Nordi.—(Introduced by us 1916.) A pure white Pompon, maturing November 10th to Thanksgiving. Seven to eight medium sized flowers to the spray, with strong, wiry stem.

Quinola.—Clear orange yellow; excellent form and good size.

Rodi.—(Introduced by us 1915.) The best of its color, purplish rose. Large, strong, upright growth. Tall.

Skibo.—(Introduced by us 1905.) Golden chamois; flowers small.

Western Beauty.—Flower large; deep rose pink; stiff upright growth.

Zora.—(Introduced by us 1915.) An early bright yellow, maturing October 15th to 20th; nice large sprays. This is the earliest good yellow Pompon we know of.

Anemones



The Anemone flowers consist of one or more rows of flat or tubular ray florets, with shorter quilled or tubular disc florets of the same or a distinct color, and are being grown in sprays for artistic floral arrangements. For specimen blooms those marked "large flowering" are best, and resort to disbudding to increase the size.

ANEMONE NOVELTY FOR 1919.

Pomona.—An exquisite anemone flowered. Form perfect, several rows of ray florets of the purest white with a well-formed cushion which is white shading to straw at center. Excellent grown either to sprays or disbudded.

50c each; \$4.00 per ten; \$30.00 per hundred.

Introductions of 1918

Plants from 2¼" pots only \$1.00 per ten; \$8.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

Izola.—A true and even shade of amaranth and equally desirable grown in sprays or single stemmed. 3¼ ft. Maturing Nov. 1st.

Louise Uihlein.—A very desirable Anemone, free flowering and most serviceable grown to sprays or disbudded. Color, yellow, about the same shade as Major Bonaffon. Dwarf habit.

Standard Varieties

Plants from 2¼" pots 60c per ten; \$4.00 per hundred; \$35.00 per thousand.

Rooted Cuttings, \$3.00 per hundred; \$25.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

Azelda.—(Introduced by us 1914.) Light pink, shaded lavender; rays and disc florets same shade, except center of cushion, which is cream color.

Diantha.—(Introduced by us 1913.) Dwarf, compact growth; fine for small pot plant or to grow for sprays. Guards white, high rounded cream-colored center.

Garza.—Purest white with yellow center; medium size; rays broad.

Godfrey's Perfection.—Resembles Garza, being the same size and pure white, but is a better shipper, having four or five rows of ray florets instead of one. Matures for Thanksgiving and is one of the best of recent introductions. Dwarf, making excellent pot plants.

Golden Lida Thomas.—A golden yellow sport from Lida Thomas, and, like its parent, matures just right for Thanksgiving. Good in every way. We consider this the best for florists' use.

Lida Thomas.—Small flower, white, two rows of flat petals, center delicate yellow; late.

Mary Colladay.—A seedling of Garza, with habit of parent; in color, a rich rosy lavender pink. Extremely free and of excellent keeping qualities.

Miss Katharine Simmons.—Soft pink; one row of quilled petals loosely arranged; yellow center.

Princess.—Very similar to Garza, the principal difference being it has strap-shaped ray florets instead of semi-tubular. It is much freer of propagation and in our opinion better than Garza for general use.

Yellow Garza.—A yellow sport from Garza, identical in other respects.



Singles

This section comprises the best varieties for cut sprays and are also useful for specimen plants. Those listed below we consider best.

Plants from 2¼" pots 60¢ per ten; \$4.00 per hundred; \$35.00 per thousand.

Rooted Cuttings, \$3.00 per hundred; \$25.00 per thousand.

Not less than 5 of a variety at ten; 25 at hundred; 250 at thousand rate.

Golden Mensa.—Doubtless the best single yellow for general purposes.

Mensa.—One of the largest single whites; produces freely on long, stiff stems.

Mrs. Wm. Buckingham.—A large, flat flower of a lovely shade of rosy pink, and keeps well, both on or off the plant.

Mrs. U. P. Hedrick.—(New 1918.) Belongs to the large flowering type. A beautiful shade of bright amaranth. Very free flowering and easy to manage. Maturing Oct. 15th.

Plants from 2¼" pots only \$1.00 per ten; \$8.00 per hundred.

EARLY HARDY SECTION

The majority of Chrysanthemums are hardy south of the Ohio river and many are hardy in the northern states, as far as the plant is concerned, but they must flower before early frosts to be of service. The varieties offered below generally flower from the last of August to the 15th of October.

Plants from 2¼" pots only 80¢ per ten; \$6.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

The small or Pompon varieties are so indicated in the descriptions, the others have larger flowers more like Asters.

A. Barham.—Beautiful orange bronze. Early.

Billancourt.—Brilliant terra-cotta; vigorous grower.

Boston.—Strong, upright growth; clear bronze.

Bronze Queen.—(New 1918.) An even shade of Golden bronze. Very free flowering, maturing Oct. 10th. Dwarf; free growth.

Plants from 2¼" pots only \$1.00 per ten; \$8.00 per hundred.

Cactus.—Fiery terra-cotta, shape of a small cactus; very free and effective.

Carrie (Syn. Glory of Seven Oaks.)—Deep yellow, a beauty.

Chaldon.—Reddish crimson with gold tips. Large flower.

Champagne.—Bright ruby red; wonderfully colored.

Champ d'Or.—Canary yellow; very bushy habit.

Cranfordia.—Exceptionally early; deep bronzy yellow.

Cranford's Pink.—Beautiful shade of light pink.

Cranford White.—Purest white; very desirable.

Daisy.—A pure white, daisy-like flower; belongs to the Pompon or small-flowered section.

Dorothy.—An early snow white, vigorous.

Eden.—Bright rose; a beauty disbudded.

Harvest Home.—Deep bronzy yellow; excellent.

Holmes' White.—Pure white, dwarf and very hardy.

Lady Mary Hope.—White, slightly shaded blush; good habit.

La Somme.—Deep mauve pink.

Le Pactole.—Bronzy yellow, large flower; strong grower.

Mme. Drouard.—Deep brick red; very free flowering.

Miss F. Collier.—Pure waxy white. Sturdy dwarf growth.

Mrs. Porter.—Large reddish bronze; strong grower.

Normandie.—One of the earliest and best creamy whites.

Petite Louis.—Silvery mauve; very robust; one of the best.

Winnetka.—(Introduced by us 1914.) Pure white; very free flowering from July onward.

Exhibition Varieties for Florists' Use

As exhibition varieties are of less importance to those in the trade, we have placed them last in the catalogue. The varieties mentioned are best for those who desire specimen blooms and are most likely to give the highest percentage of perfect flowers.

Novelties for 1919

ARTISAN.—A Japanese with long, narrow, tubular petals. Color creamy white with distinct violet rose shadings at base of petals. Midseason. Dwarf. Fine stem and foliage. Double from any bud, but those selected September 5th give best results.

\$1.50 each; \$12.50 per ten.

CHEYENNE.—A strong-growing Japanese with splendid stem and foliage. Its color is quite distinct, being chamois or nearer on Indian-tanned buckskin, somewhat the same as Fatouma. A color exquisite when combined with bronze and yellow. Of large size, matures November 1st and later. It is also a good commercial variety. Best bud August 25th; double from any bud.

\$1.50 each; \$12.50 per ten.

TITANIC.—Very large, as the name implies, even surpassing Odessa and Wm. Turner in this respect. It is of the easiest culture, producing double flowers from any bud, but those selected August 20th-30th are considered best. A white that is sure to become popular.

\$1.50 each; \$12.50 per ten.



Odessa

Titanic

Wm. Turner

Grown in 8-inch pots under same conditions.

We grow only Chrysanthemums, and our success is due to the fact that this feature has our undivided attention.

Standard Varieties

Plants from 2¼" pots, \$1.00 per ten; \$6.00 per hundred. Rooted Cuttings, \$5.00 per hundred; \$40.00 per thousand.

Best Bud

- 8/15 **Christy Mathewson.**—(Introduced by us 1912.) A Japanese of largest size, eight inches in diameter and six and one-half inches deep. In early development it shows an eye, but continues to produce more petals day by day until the center is filled. Pure white. Strong, wiry stem. Semi-dwarf.
- 8/25 **Elberon.**—(Introduced by us 1913.) Bright pink, finest incurved form, beautiful foliage and good stem, easy to manage. Semi-dwarf.
- 8/20 **Marigold.**—(Introduced by us 1915.) Unsurpassed in size and color, which is the brightest yellow. Maturing the last of October; is useful for early exhibitions. Semi-dwarf.
- 8/20 **Mrs. O. H. Kahn.**—A fine bronze; should not be overlooked by commercial growers. Dwarf.
- 9/5 **Nerissa.**—(Introduced by us 1914.) Owing to its enormous size, fine form and finish, is conceded to be one of the best exhibition sorts. Color, rosy mauve. Strong, upright growth with rigid stem. Well adapted for specimen plants. Dwarf.
- 8/30 **Odessa.**—(Introduced by us 1914.) A seedling from Merza, but much freer in growth and better in every way. Splendid incurved form, bright yellow. It eclipses all the yellows in size and finish. Equal to William Turner. Tall.
- 8/20 **Wells' Late Pink.**—A very pleasing shade of pink and of the largest size; not late as the name implies. Dwarf.
- 8/30 **Wm. Turner.**—A decided incurved of purest white; fine form and a strong grower, with clean foliage. Semi-dwarf.

Those desiring Exhibition varieties not included in our Wholesale list are referred to our Retail Catalogue, which will be furnished on application and prices quoted.

We usually discontinue the propagation of exhibition varieties by the end of May unless we have special order for them for later delivery.

In 1889 Elmer D. Smith & Co. began the improving of varieties from hand-pollenized seeds, the following year introduced their first novelty, and each subsequent year their creations have occupied the most prominent place among the world's product.

It has long been an established fact that those of American origin are best for American culture.

For years we have specialized in Chrysanthemums and especially in the production of new kinds.

We are acknowledged the originators of most American novelties of merit.

We grow nothing but Chrysanthemums and are the only firm in America who devote their entire effort to this class of plants.

Our knowledge of all that pertains to them is at your disposal—it is free for the asking.

The Best Varieties for Florists

Why—Because they are the nearest perfect in characteristics essential to high grade of Florist's flowers, including color, form, substance, stem and foliage as well as lateness and earliness which is of great importance to most growers, size and other qualities depend largely upon the culture bestowed, but the varieties mentioned will undoubtedly give the highest percentage of marketable flowers even when grown under conditions more or less adverse.

The varieties mentioned are given in the order in which they mature from the earliest to the latest.

White	Yellow	Pink
Smith's Advance	Golden Glow	Unaka
Smith's Imperial	Golden Queen	Early Rose
Oconto	Chrysalora	Chieftain
Liberty Bond	Tiger	Helen Lee
White Chieftain	Midnight Sun	Dr. Enguehard
Betsy Ross	Major Bonnaffon	Patty
Chadwick Improved	Loyalty	Helen Frick
White Helen Frick	December Queen	Edwin Seidewitz

POMPONS.

White	Yellow	Pink	Bronze
Uvalda	Zora	Idolf	Adironda
*Godfrey's Perfection	Golden West	Niza	Iva
Nordi	Golden Climax	Edina	Hilda Canning
*Lida Thomas	*Golden Lida Thomas	Little Gem	Frank Wilcox
Helen Newberry	Quinola	Illona	Clorinda

Earliness—If flowers are desired by the end of August they must be planted the first of May and by May 20th, for September crop, there is no way to secure them at these early dates without adopting this course and selecting early buds. Smith's Advance, Golden Glow and Unaka are the earliest White, Yellow and Pink. The last mentioned is disappointing unless planted early in May and buds secured the first week of August. Those who can not conform to these conditions should try Early Rose.

Lateness—The majority of Chrysanthemums are benched in June and July and those which are inclined to mature late are in perfection from the middle to last of November, this includes W. H. Chadwick and its many sports, Helen Frick and the white form, December Queen. Victory, Loyalty, Mistletoe, and Jeanne Norin. All of these varieties will give useful flowers for December if planted the third week of July to first week of August, provided strong stock from 3-inch pots is available.

Those desiring the best early Pompons will do well to consider Uvalda, Zora, Idolf, Niza, Edina, Adironda, all of which are fully developed from October 10th to 18th, and may be cut a few days earlier in case of an emergency. Of the late varieties Helen Newberry is the latest. Nordi, Lida Thomas, Quinola, Illona, Frank Wilcox, and Clorinda can usually be had for Thanksgiving, the other varieties which vary somewhat in time of flowering must be considered mid-season.

*Those indicated by asterisk are Anemone Pompons.

Smith's Revised Chrysanthemum Manual

(FOURTH EDITION)

By ELMER D. SMITH

Who has made a Specialty of Chrysanthemum Culture for the past Thirty Years

This booklet treats the subject in a concise yet lucid manner, covering the whole work from the care of stock plants to the staging of blooms.

There has been added several new features, including full description of and the best remedies for the new pest known as Chrysanthemum midge. Our new methods for controlling leaf tyer are the most practical. These additions alone are worth the price of the book to every grower interested.

The best work on American Chrysanthemum Culture. Both amateur and florist have been provided with articles for their special needs.

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